

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**CERTIFICATE OF MAILING**

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an enveloped addressed to the Commissioner for Patents, Washington, D.C. 20231 on

Date: 6-3-2002

Sandy Yi  
Sandy Yi

In Re Application of:

Sylvia Tidwell Scheuring, et al.

Serial No: 10/066,126

Filed: January 30, 2002

For: SYSTEM AND METHOD FOR MATCHING  
CONSUMERS WITH PRODUCTS

Examiner: Unknown

Art Unit: 2161

Commissioner for Patents  
Washington, D.C. 20231

**PRELIMINARY AMENDMENT**

Sir:

In response to the Notice to File Missing Parts of Nonprovisional Application, the statutory period for response being extended until June 5, 2002, by the enclosed Petition for Extension of Time, please amend the application as follows:

**IN THE DRAWINGS**

In Fig. 7d, for the section entitled "U.S. Adult Mixer", replace "Practical = First aid kid" with -- Practical = First aid kit --, and  
for the section entitled "U.S. Teen Mixer", replace "Practical = First aid kid" with -- Practical = First aid kit --.

In Fig. 7e, for the section entitled “Japanese Adult Female Mixer”, replace “Full of Curiosity – Computer on Shelf” with -- Full of Curiosity = Computer on Shelf --.

for the section entitled “Japanese Adult Male Mixer”, replace “Full of Curiosity – Computer on Shelf” with -- Full of Curiosity = Computer on Shelf --.

In Figure 14, renumber the figure as -- Figure 14A --.

In Figure 15a, for the figure, renumber the figure as -- Figure 15 --.

for reference block 1507, delete the second “Product - N”.

In Figure 15b, renumber the figure as -- Figure 14B --.

In Figure 16a, renumber the figure as -- Figure 16 --.

In Figure 16b, for the figure, renumber the figure as-- Figure 17 --

for each successive block, add consecutive odd block numbering.

In Figure 17a, add arrowheads indicated by the depicted blocks.

In Figure 17b, add arrowheads indicated by the depicted blocks and lines.

In Figure 18, for reference block 1803, replace “Automatic Categorization analyzes text associated wiith a product (continue with remainder of text)” with -- Automatic Categorization analyzes text associated with a product (continue with remainder of text) --.

In Figure 20, for the figure, delete the handwritten note, “guess\*user value = map value”.

for the block containing "End For each Personality Category",  
reference the block with the numeral -- 2027 --.

In Figure 22, for the figure, replace block numbers "2001" through "2007" with --2201--  
through --2207--

delete the handwritten example on the right side of the drawing.

for reference block 2207, replace "writtent" with -- written --.

In Figure 23, for the figure, add consecutive odd block numbering.

for reference block 2315, replace "The modifier rule is typically simple  
multiplication, but the vlaue modifier (continue with remainder of  
text)" with -- The modifier rule is typically simple multiplication, but  
the value modifier (continue with remainder of text) -- .

In Figure 24, add consecutive odd block numbering.

In Figure 24, add a line connecting reference block 2411 to reference block 2413.

In Figure 25, add consecutive odd block numbering.

delete the handwritten note on the right-hand side of reference  
block 2501.

In Figure 26, add consecutive odd block numbering.

In Figure 27, add consecutive odd block numbering.

In Figure 28, add consecutive odd block numbering.

In Figure 28, add arrowheads indicated by the existing elements and lines.

In Figure 29, add consecutive odd block numbering.

In Figure 29, for reference block 2909, replace the text "Typically, nightly, but other schedules may be used" with -- Typically, nightly, but other schedules may be used --.

In Figure 30, add consecutive odd block numbering.

In Figure 31, add consecutive odd block numbering.

#### IN THE SPECIFICATION

Please replace the paragraph beginning at **page 3, line 1** (following the title "Brief Description of the Drawings"), with the following rewritten paragraph:

"FIG. 1 is a block diagram illustrating a matching-system, in accordance with an embodiment of the present invention;

FIG. 2 is a block diagram illustrating an exemplary computer system capable of implementing one or more of the elements of FIG. 1;

FIG. 3 is a block diagram illustrating a wish server according to an embodiment of the invention;

FIG. 4 is a block diagram illustrating, in greater detail, an application engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 5 is a block diagram illustrating, in greater detail, an interfacing engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 6 is a block diagram illustrating, in greater detail, a portrayer engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 7a is a block diagram illustrating, in greater detail, a portrait engine of the portrayer engine of FIG. 6, according to an embodiment of the invention;

2025-06-10 09:00:00

FIG. 7b illustrates an exemplary user interface for determining a cognitive aspect set, such as a consumer personality profile, according to an embodiment of the invention;

FIG. 7c illustrates a further exemplary user interface for determining cognitive aspects, according to an embodiment of the invention;

FIG. 7d illustrates an index of exemplary personality profiler elements useable in conjunction with personality profilers, according to an embodiment of the invention;

FIG. 7e is a continuation of the FIG. 7d index.

FIG. 7f illustrates an exemplary personality profiler corresponding to a young girl, according to an embodiment of the invention;

FIG. 7g illustrates an exemplary personality profiler corresponding to a young professional man, according to an embodiment of the invention;

FIG. 7h illustrates an exemplary personality profiler corresponding to an older boy, according to an embodiment of the invention;

FIG. 7i illustrates an exemplary personality profiler corresponding to an older girl, according to an embodiment of the invention;

FIG. 7j illustrates an exemplary personality profiler corresponding to a teen boy, according to an embodiment of the invention;

FIG. 7k illustrates an exemplary personality profiler corresponding to a young adult woman, according to an embodiment of the invention;

FIG. 7l illustrates an exemplary personality profiler corresponding to a young boy according to an embodiment of the invention;

FIG. 7m illustrates an exemplary personality profiler corresponding to an infant, according to an embodiment of the invention;

FIG. 8 is a block diagram illustrating, in greater detail, a usage monitor of the portrayer engine of FIG. 6, according to an embodiment of the invention;

FIG. 9 is a block diagram illustrating, in greater detail, a matching engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 10 is a block diagram illustrating, in greater detail, a data and communications management engine ("management engine") of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 11 is a block diagram illustrating, in greater detail, a viability engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 12 is a block diagram illustrating, in greater detail, a transaction engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 13a is a block diagram illustrating, in greater detail, a security engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 13b is a flow diagram illustrating the operation of matching system elements for providing one-way encryption, decryption and portrait sketches, according to an embodiment of the invention;

FIG. 14a is a block diagram illustrating a product-vendor engine according to an embodiment of the invention;

FIG. 14b illustrates an exemplary intentions map associating intentions with corresponding weighted cognitive aspect sets, according to an embodiment of the invention;

FIG. 15 illustrates information structures that are facilitated by matching system elements according to an embodiment of the invention;

FIG. 16 is a flowchart illustrating a method for matching consumers and products and/or vendors according to an embodiment of the invention;

FIG. 17a is a flowchart illustrating a further method for matching consumers and products and/or vendors according to an embodiment of the invention;

FIG. 17a is a flowchart illustrating a further method for matching consumers and products and/or vendors according to an embodiment of the invention;

FIG. 17b is a continuation of the FIG. 17a flowchart;

FIG. 18 is a flowchart illustrating a method for creating a product portrait according to an embodiment of the invention;

FIG. 19 is a flowchart illustrating a method for creating a consumer portrait according to an embodiment of the invention;

FIG. 20 is flowchart illustrating a method for creating a consumer portrait mapping according to an embodiment of the invention;

FIG. 21 is a flowchart illustrating a further method for creating consumer portraits according to an embodiment of the invention;

FIG. 22 is a flowchart illustrating a method for defining explicit attributes and preferences according to an embodiment of the invention;

FIG. 23 is a flowchart illustrating a consumer interest map creation and modification method according to an embodiment of the invention;

FIG. 24 is a flowchart illustrating a context determination method according to an embodiment of the invention;

FIG. 25 is a flowchart illustrating an intentions determination method according to an embodiment of the invention;

FIG. 26 is a flowchart illustrating an implied intent determination method according to an embodiment of the invention;

FIG. 27 is a flowchart illustrating a composite interests creation method according to an embodiment of the invention;

FIG. 28 is a flowchart illustrating a matching method according to an embodiment of the invention;

FIG. 29 is a flowchart illustrating a method for applying consumer feedback according to an embodiment of the invention;

FIG. 30 is a flowchart illustrating a shadow creation method according to an embodiment of the invention; and

FIG. 31 is a flowchart illustrating a sketch creation method according to an embodiment of the invention.”

Please replace the paragraph beginning at **page 34, line 13** with the following rewritten paragraph:

“For example, default aspects or weighting values can be formed, for new consumer contacts or others for whom little is known by the matching system, as an average of existing portraits having common “bases” or other aspects. Cognitive aspects can further be modified for default or other portraits based on corrections to suggestions, explicit entry or other information as might be inferred or otherwise determined by the matching-system.)”

Please add the following new paragraph at **page 43, line 13** (before the paragraph beginning with “Turning again to FIG. 7a, a portrait analyzer embodiment”):

“FIGS. 7d - 7m also indicate further personality profiler examples found to provide (sighted) matching-system users with a non-intimidating, easily recognizable and usable mechanism for portraying themselves or other persons or things. The examples also indicate differences that facilitate profiling of an infant (FIG. 7m), young children (FIGS. 7f and 7l), older children (FIGS. 7h and 7i) and young adults (7g and 7k), for a generalized American cultural/spiritual group cross section, while charts 1a-c and FIGS. 7b-c further provide cultural examples/differentiations as well.”

2016-06-10 09:49:00



### REMARKS

The specification and figures are being amended in response to the above-mentioned Notice to File Missing Parts of Nonprovisional Application, and to otherwise correct obvious scrivener errors and improve clarity. No claims are being added, cancelled or amended, and no new matter is being added.

The amendments to the specification include corrections to the brief description of the drawings, a paragraph that has been amended to improve readability and a brief description of originally filed figures 7d-7m according to legend information as originally filed.

The amendments to the drawings are made primarily in response to the above-mentioned Notice to File Missing Parts of Nonprovisional Application, and to otherwise improve clarity and readability. It can now be seen, for example, that the suggestion by the above Notice that Figures 14a and 14b were missing from the original filing was in error. Rather, the present amendments should clarify that the reference numerals for certain of the drawings and the Brief Description of the Drawings merely required obvious corrections that are entered herein.

Attached to this Amendment is a copy of the drawings for Figures 1-6, 7a-m, 8-12, 13a-b, 14a-b, 15-17, 17a, 17b and 18-31, with proposed changes to Figures 7d, 7e, 14, 15a, 15b, 16a, 16b, 18, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30 and 31 shown in RED ink. The proposed changes include primarily figure renumbering, insertion of figure element numbering, spelling corrections, removal of text not a part of a formally acceptable drawing and the addition of arrowheads and lines to flowcharts as they would be presumed even in their absence. Applicants understand that, despite an attempt to accurately list all amendments, the enclosed replacement drawings, and particularly the redlined copies indicating amendments, will control if any discrepancies should nevertheless arise between the above listed amendments and entered replacement figures.

Also attached to this Amendment is a Letter To The Chief Draftsperson (REQUEST TO MAKE PROPOSED DRAWING CHANGES) requesting the above noted changes to be made in Figures 7d, 7e, 14, 15a, 15b, 16a, 16b, 18, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30 and 31. Applicants respectfully request the Examiner's approval for such changes to the drawings for Figures 7d, 7e, 14, 15a, 15b, 16a, 16b, 18, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30 and 31.

If the Examiner has any questions or needs any additional information, the Examiner is invited to telephone the undersigned attorney at (650) 843-8796.

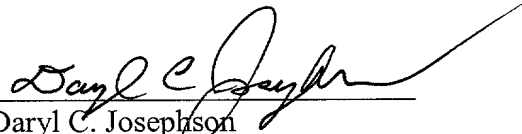
Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned "**Version with markings to show changes made.**"

If for any reason an insufficient fee has been paid, the Assistant Commissioner is hereby authorized to charge the insufficiency to Deposit Account No. 05-0150.

Date: 5/3/02

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600 Hansen Way  
Palo Alto, CA 94304-1043  
Telephone: (650) 856-6500  
Facsimile: (650) 843-8777

Respectfully submitted,

  
Daryl C. Josephson  
Attorney for Applicants  
Registration No.: 37,365

2006-05-10 10:06:16

## Version With Markings To Show Changes Made

### In the specification

Please amend the paragraph beginning at **page 11, line 1** (following the title “Brief Description of the Drawings”) as follows:

-- FIG. 1 is a block diagram illustrating a matching-system, in accordance with an embodiment of the present invention;

FIG. 2 is a block diagram illustrating an exemplary computer system capable of implementing one or more of the elements of FIG. 1;

FIG. 3 is a block diagram illustrating a wish server according to an embodiment of the invention;

FIG. 4 is a block diagram illustrating, in greater detail, an application engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 5 is a block diagram illustrating, in greater detail, an interfacing engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 6 is a block diagram illustrating, in greater detail, a portrayer engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 7a is a block diagram illustrating, in greater detail, a portrait engine of the portrayer engine of FIG. 6, according to an embodiment of the invention;

FIG. 7b illustrates an exemplary user interface for determining a cognitive aspects aspect set, such as a consumer personality profile, according to an embodiment of the invention;

FIG. 7c illustrates a further exemplary user interface for determining cognitive aspects, according to an embodiment of the invention;

FIG. 7d illustrates an index of exemplary personality profiler elements useable in conjunction with personality profilers, according to an embodiment of the invention;

FIG. 7e is a continuation of the FIG. 7d index.

FIG. 7f illustrates an exemplary personality profiler corresponding to a young girl, according to an embodiment of the invention;

FIG. 7g illustrates an exemplary personality profiler corresponding to a young professional man, according to an embodiment of the invention;

FIG. 7h illustrates an exemplary personality profiler corresponding to an older boy, according to an embodiment of the invention;

FIG. 7i illustrates an exemplary personality profiler corresponding to an older girl, according to an embodiment of the invention;

FIG. 7j illustrates an exemplary personality profiler corresponding to a teen boy, according to an embodiment of the invention;

FIG. 7k illustrates an exemplary personality profiler corresponding to a young adult woman, according to an embodiment of the invention;

FIG. 7l illustrates an exemplary personality profiler corresponding to a young boy according to an embodiment of the invention;

FIG. 7m illustrates an exemplary personality profiler corresponding to an infant, according to an embodiment of the invention;

FIG. 8 is a block diagram illustrating, in greater detail, a usage monitor of the portrayer engine of FIG. 6, according to an embodiment of the invention;

FIG. 9 is a block diagram illustrating, in greater detail, a matching engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 10 is a block diagram illustrating, in greater detail, a data and communications management engine ("management engine") of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 11 is a block diagram illustrating, in greater detail, a viability engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 12 is a block diagram illustrating, in greater detail, a transaction engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 13a is a block diagram illustrating, in greater detail, a security engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 13b is a flow diagram illustrating the operation of matching system elements for providing one-way encryption, decryption and portrait sketches, according to an embodiment of the invention;

FIG. 14a is a block diagram illustrating a product-vendor engine according to an embodiment of the invention;

FIG. 14b illustrates ~~data structures that are facilitated by matching system elements~~ an exemplary intentions map associating intentions with corresponding weighted cognitive aspect sets, according to an embodiment of the invention;

FIG. 15 ~~is a flowchart illustrating a method for matching consumers and products~~ illustrates information structures that are facilitated by matching system elements according to an embodiment of the invention;

FIG. 16 is a flowchart illustrating a method for matching consumers and products and/or vendors according to an embodiment of the invention;

FIG. 17a is a flowchart illustrating a further method for matching consumers and products and/or vendors according to an embodiment of the invention;

FIG. 17a is a flowchart illustrating a further method for matching consumers and products and/or vendors according to an embodiment of the invention;

FIG. 17b is a continuation of the FIG. 17a flowchart;

FIG. 18 is a flowchart illustrating a method for creating a product portrait according to an embodiment of the invention;

FIG. 19 is a flowchart illustrating a method for creating a consumer portrait according to an embodiment of the invention;

FIG. 20 is flowchart illustrating a method for creating a consumer portrait mapping according to an embodiment of the invention;

FIG. 21 is a flowchart illustrating a further method for creating consumer portraits according to an embodiment of the invention;

FIG. 22 is a flowchart illustrating a method for defining explicit attributes and preferences according to an embodiment of the invention;

FIG. 23 ~~is a flowchart illustrating a consumer portrait creation method according to an embodiment of the invention;~~

—— FIG. 20 ~~is a flowchart illustrating a further digital portrait definition method according to an embodiment of the invention;~~

—— FIG. 21 ~~is a flowchart illustrating a consumer interest map creation and modification method according to an embodiment of the invention;~~

FIG. 22 24 is a flowchart illustrating a context determination method according to an embodiment of the invention;

FIG. 23 25 is a flowchart illustrating an intentions determination method according to an embodiment of the invention;

FIG. 24 26 is a flowchart illustrating an implied intent determination method according to an embodiment of the invention;

FIG. 25 27 is a flowchart illustrating a composite interests creation method according to an embodiment of the invention;

FIG. 26 28 is a flowchart illustrating a matching method according to an embodiment of the invention;

FIG. 27 29 is a flowchart illustrating a method for applying consumer feedback according to an embodiment of the invention;

FIG. 28 30 is a flowchart illustrating a shadow creation method according to an embodiment of the invention; and

FIG. 29 31 is a flowchart illustrating a sketch creation method according to an embodiment of the invention; --

Please amend the paragraph beginning at **page 34, line 13** as follows:

-- (For example, Default default aspects or weighting values can , ~~for example,~~ be formed, for new consumer contacts or others for whom little is known by the matching system, as an average of existing portraits having common “bases” or other aspects. Cognitive aspects can further be modified for default or other portraits based on corrections to suggestions, explicit entry or other information as might be inferred or otherwise determined by the matching-system.) --

Please add the following new paragraph at **page 43, line 13** (before the paragraph beginning with “Turning again to FIG. 7a, a portrait analyzer embodiment”):

FIGS. 7d - 7m also indicate further personality profiler examples found to provide (sighted) matching-system users with a non-intimidating, easily recognizable and usable mechanism for portraying themselves or other persons or things. The examples also indicate differences that facilitate profiling of an infant (FIG. 7m), young children (FIGS. 7f and 7l), older children (FIGS. 7h and 7i) and young adults (7g and 7k), for a

generalized American cultural/spiritual group cross section, while charts 1a-c and FIGS. 7b-c further provide cultural examples/differentiations as well.

2017-09-06 10:05:13



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**CERTIFICATE OF MAILING**

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an enveloped addressed to the Commissioner for Patents, Washington, D.C. 20231 on

Date: 6-3-2002

Sandy Yi  
Sandy Yi

In Re Application of:	Examiner: Unknown
Sylvia Tidwell Scheuring, et al.	Art Unit: 2161
Serial No: 10/066,126	
Filed: January 30, 2002	
For: SYSTEM AND METHOD FOR MATCHING CONSUMERS WITH PRODUCTS	

Commissioner for Patents  
Washington, D.C. 20231

**LETTER TO OFFICIAL DRAFTSPERSON**  
**(Request To Make Proposed Drawing Changes)**

Sir:

Subject to the approval of the Primary Examiner in the above-entitled patent application, please substitute the enclosed forty-six (46) sheets of drawings that contain amended Figures 7d, 7e, 14, 15a, 15b, 16a, 16b, 18, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30 and 31, for the forty-six (46) sheets of informal drawings containing Figures 1-6, 7a-7m, 8-12, 13a-13b, 14a-14b, 15-17, 17a, 17b and 18-31 as originally filed.

Approval is requested to amend Figures 7d, 7e, 14, 15a, 15b, 16a, 16b, 18, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30 and 31 as shown in RED ink on the attached copies and as indicated below:

10066126-061102



In Fig. 7d, for the section entitled "U.S. Adult Mixer", replace "Practical = First aid kid" with -- Practical = First aid kit --, and  
for the section entitled "U.S. Teen Mixer", replace "Practical = First aid kid" with -- Practical = First aid kit --.

In Fig. 7e, for the section entitled "Japanese Adult Female Mixer", replace "Full of Curiosity - Computer on Shelf" with -- Full of Curiosity = Computer on Shelf --.

for the section entitled "Japanese Adult Male Mixer", replace "Full of Curiosity - Computer on Shelf" with -- Full of Curiosity = Computer on Shelf --.

In Figure 14, renumber the figure as -- Figure 14A --.

In Figure 15a, for the figure, renumber the figure as -- Figure 15 --.

for reference block 1507, delete the second "Product - N".

In Figure 15b, renumber the figure as -- Figure 14B --.

In Figure 16a, renumber the figure as -- Figure 16 --.

In Figure 16b, for the figure, renumber the figure as-- Figure 17 --

for each successive block, add consecutive odd block numbering.

2006126.06110

In Figure 17a, add arrowheads indicated by the depicted blocks.

In Figure 17b, add arrowheads indicated by the depicted blocks and lines.

In Figure 18, for reference block 1803, replace “Automatic Categorization analyzes text associated with a product (continue with remainder of text)” with -- Automatic Categorization analyzes text associated with a product (continue with remainder of text) --.

In Figure 20, for the figure, delete the handwritten note, “guess\*user value = map value”.

for the block containing “End For each Personality Category”,  
reference the block with the numeral -- 2027 --.

In Figure 22, for the figure, replace block numbers “2001” through “2007” with --2201--  
through --2207--

delete the handwritten example on the right side of the drawing.

for reference block 2207, replace “writtent” with -- written --.

In Figure 23, for the figure, add consecutive odd block numbering.

for reference block 2315, replace “The modifier rule is typically simple multiplication, but the vlaue modifier (continue with remainder of text)” with – The modifier rule is typically simple multiplication, but the value modifier (continue with remainder of text) -- .

In Figure 24, add consecutive odd block numbering.

In Figure 24, add a line connecting reference block 2411 to reference block 2413.

In Figure 25, add consecutive odd block numbering.

delete the handwritten note on the right-hand side of reference  
block 2501.

In Figure 26, add consecutive odd block numbering.

In Figure 27, add consecutive odd block numbering.

In Figure 28, add consecutive odd block numbering.

In Figure 28, add arrowheads indicated by the existing elements and lines.

In Figure 29, add consecutive odd block numbering.

In Figure 29, for reference block 2909, replace the text "Typically, nightly, but other  
schedules may be used" with -- Typically, nightly, but other schedules  
may be used --.

In Figure 30, add consecutive odd block numbering.

In Figure 31, add consecutive odd block numbering.

#### REMARKS

Applicants respectfully submit that the requested drawing amendments are  
consistent with the corresponding material in the specification and does not add any new  
matter to the application.

2017-09-27 10:06:12

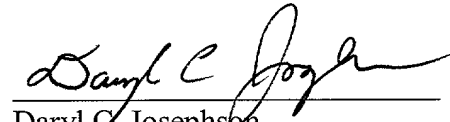
Should the Examiner have any questions concerning this request, the Examiner is invited to call the undersigned representative at the number shown below.

If for any reason an insufficient fee has been paid, the Commissioner is hereby authorized to charge the insufficiency to Deposit Account No. 05-0150.

Date: 5/3/02

Squire, Sanders & Dempsey L.L.P.  
600 Hansen Way  
Palo Alto, CA 94304-1043  
Telephone: (650) 856-6500  
Facsimile: (650) 843-8777

Respectfully submitted,



Daryl C. Josephson  
Attorney for Applicants  
Registration No.: 37,365

10066126-061102

Here is a guide to the <sup>exemplary</sup> ~~existing~~ art for the personality mixers <sup>that follow in</sup>

U.S. ADULT MIXER

FIGS. 7A-7m

(18 years and older)

Active = Ping pong paddle  
Casual = Slippers  
Classic = Pedestal  
Conservative = Bow tie  
Creative = Painting  
Home & Garden = Hammer  
Loves To Learn = Books  
Nature Lover = Flower  
Pamper Me! = Feather  
Parent = Baby  
Passionate = Smile  
Practical = First aid kit  
Rebel = Sunglasses  
Spiritual = Halo  
Stylish = Checkered pants  
Techie = Computer  
Trendy = Spiky hair  
Upscale = Diamond  
Way Too Busy = Flying money

U.S. TEEN MIXER

(14-17 years)

Active = Ping pong paddle  
Casual = Slippers  
Creative = Painting  
Extravagant = Flying money  
Loves To Learn = Books  
Nature Lover = Flower  
Pamper Me! = Feather  
Practical = First aid kit  
Rebel = Sunglasses  
Social = Telephone  
Techie = Computer  
Trendy = Spiky hair

U.S. OLDER CHILDREN MIXER

(9-13 years)

Active = Skateboard  
Loves To Learn = Books  
Social = Telephone  
Rebel = Sunglasses  
Creative = Painting  
Techie = Computer  
Trendy = Spiky hair

U.S. YOUNG CHILDREN MIXER

(5-8 years)

Active = Skateboard  
Loves To Learn = Books  
Social = Telephone  
Strong-willed = Football helmet  
Imaginative = Finger painting

FIG. 7d

pmixerguide.txt

Princess = Wand  
Techie = Computer  
Trendy = Sunglasses (note how trendy is no longer spiky hair - this was to be able to use the helmet)

\*\*\*\*\*

#### JAPANESE ADULT FEMALE MIXER

Unlike the US female, the Japanese female mannequin is wearing a skirt by default.

Busy Mom = Baby  
Always Busy = Clock with wings  
At One's Own Pace = Metronome on Shelf  
Active = Tennis Racket  
Individualist = Sunglasses  
Traditional = Bow Tie  
Original Thinking = Painting on wall  
Full of Curiosity = Computer on Shelf  
Loves Nature = Flower  
Practical = First Aid Kit on Shelf  
Subdued = Sun - a high rating means the sun is faint.  
Homebody = Slippers  
Brand Conscious = Purse  
Sensitive to Trends = Reddish brown spiky hair or possibly yellow  
Stylish = Checkers on skirt

#### JAPANESE ADULT MALE MIXER

Always Busy = Clock with wings  
At One's Own Pace = Metronome on Shelf  
Active = Tennis Racket  
Individualist = Sunglasses  
Traditional = Bow Tie  
Original Thinking = Painting on wall  
Full of Curiosity = Computer on Shelf  
Loves Nature = Flower  
Practical = First Aid Kit on Shelf  
Subdued = Sun - a high rating means the sun is faint.  
Homebody = Slippers  
Brand Conscious = Golf bag  
Sensitive to Trends = Reddish brown spiky hair or possibly yellow  
Stylish = Checkers on pants  
Company man = Briefcase

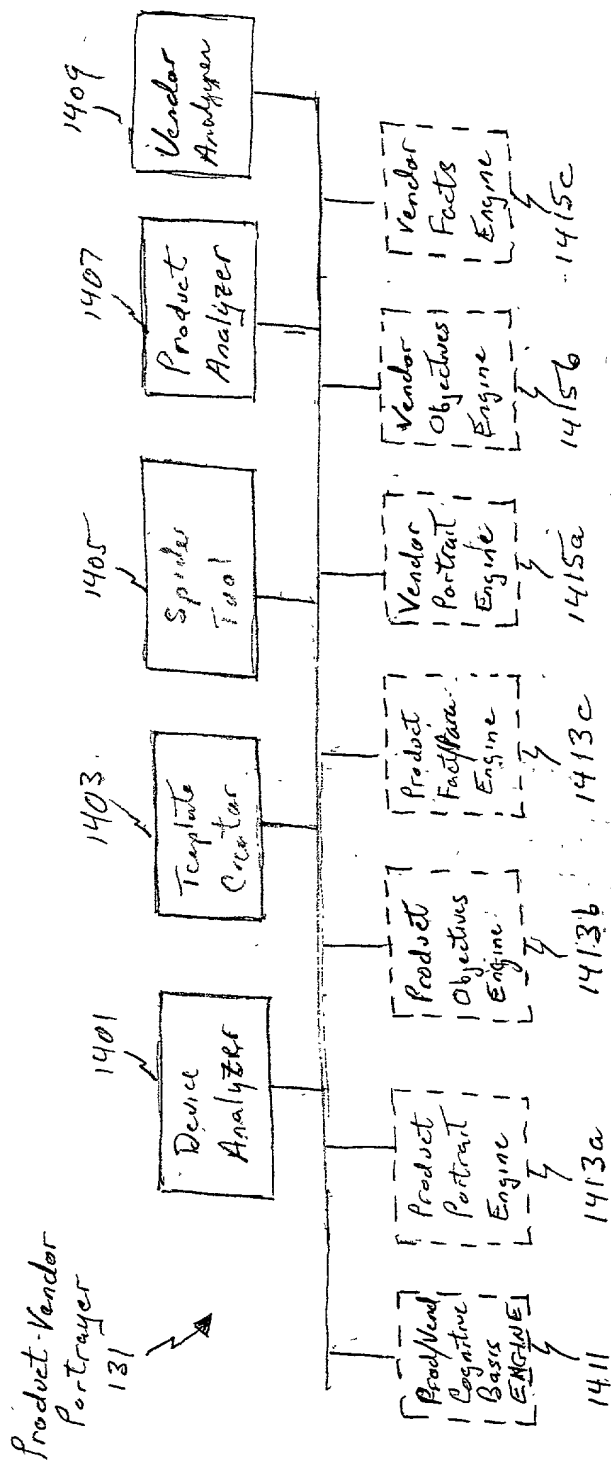


FIG. 14A

1501

Intentions Map	
Intentions	COGNITIVE ASPECTS
...	...
...	...
...	...

1503

Product Cat. Map	
Prod Cat	COGNITIVE ASPECTS
...	...
...	...
...	...

1505

Long Term Interests	
LTI	COGNITIVE ASPECTS
...	...
...	...
...	...

1507

WITH LIST
Product 1
Product 2
...
Product-N

1509

Anti-Whisk List
Products
Facts
...

1511

Message of list
Ordered/ grouped messages
MSG-N

1513

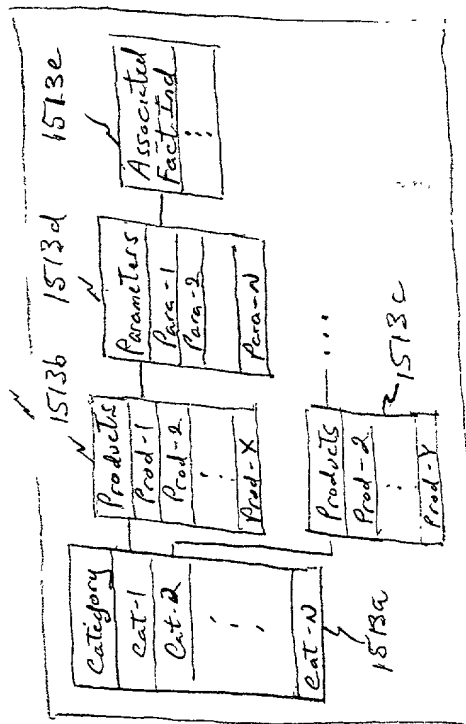


FIG. 1501  
Data Structural Elements  
(Maps, Lists, etc.)



Consumer  
Portrait  
1521



Profile		
Cognitive Aspects	Weight	Offers
↓	↓	↓

Intents		Long Term Intents	Product Rating (rs)	
Intents	Weighted Cognitive Aspects (personality aspects)	LTG	PE's	Weighted Cognitive Aspects (personality aspects)
↓	↓	↓	↓	↓
1-N	1-N	1-M	1-X	1-X

FIG. 15214B

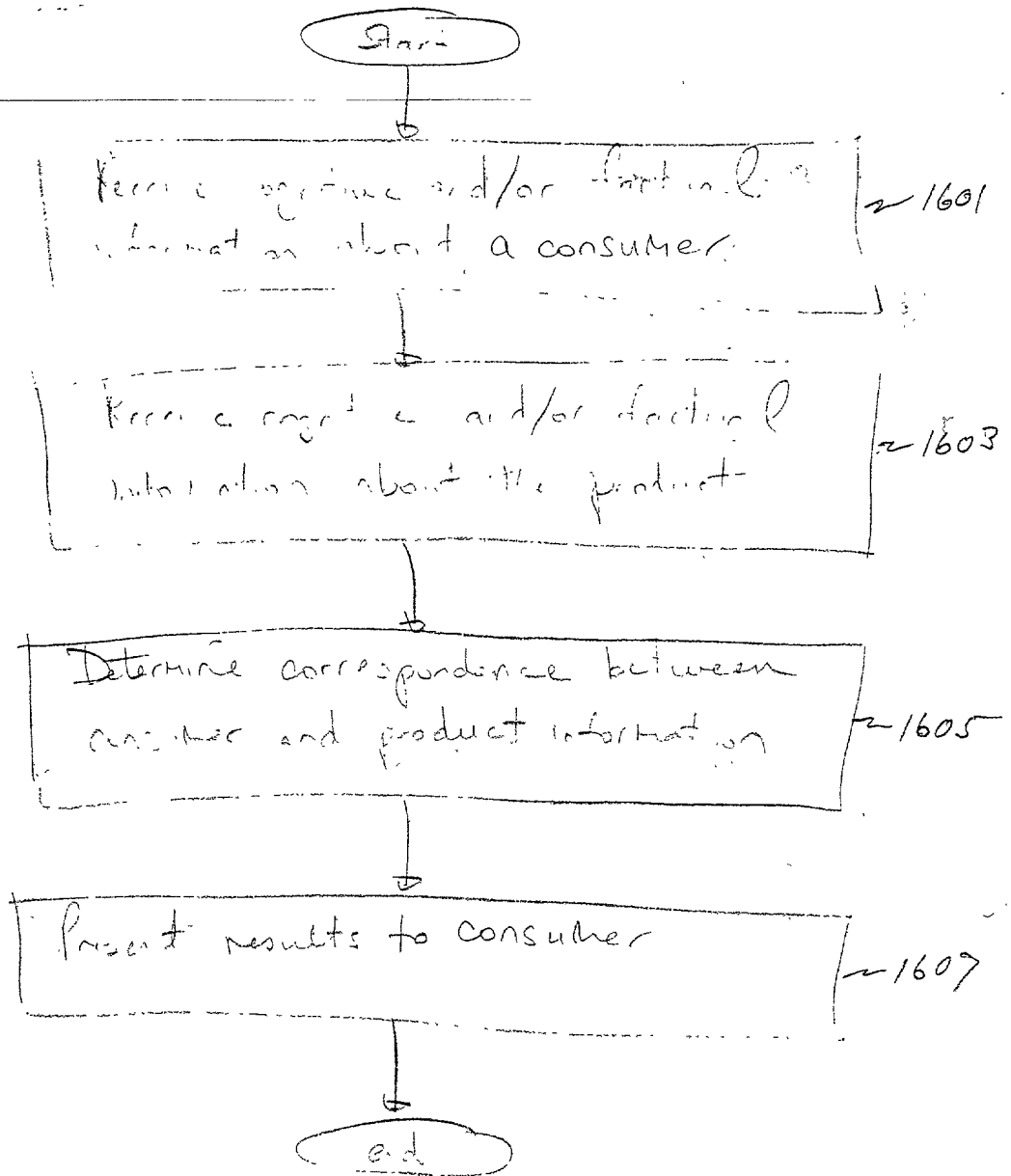


FIG. 16d

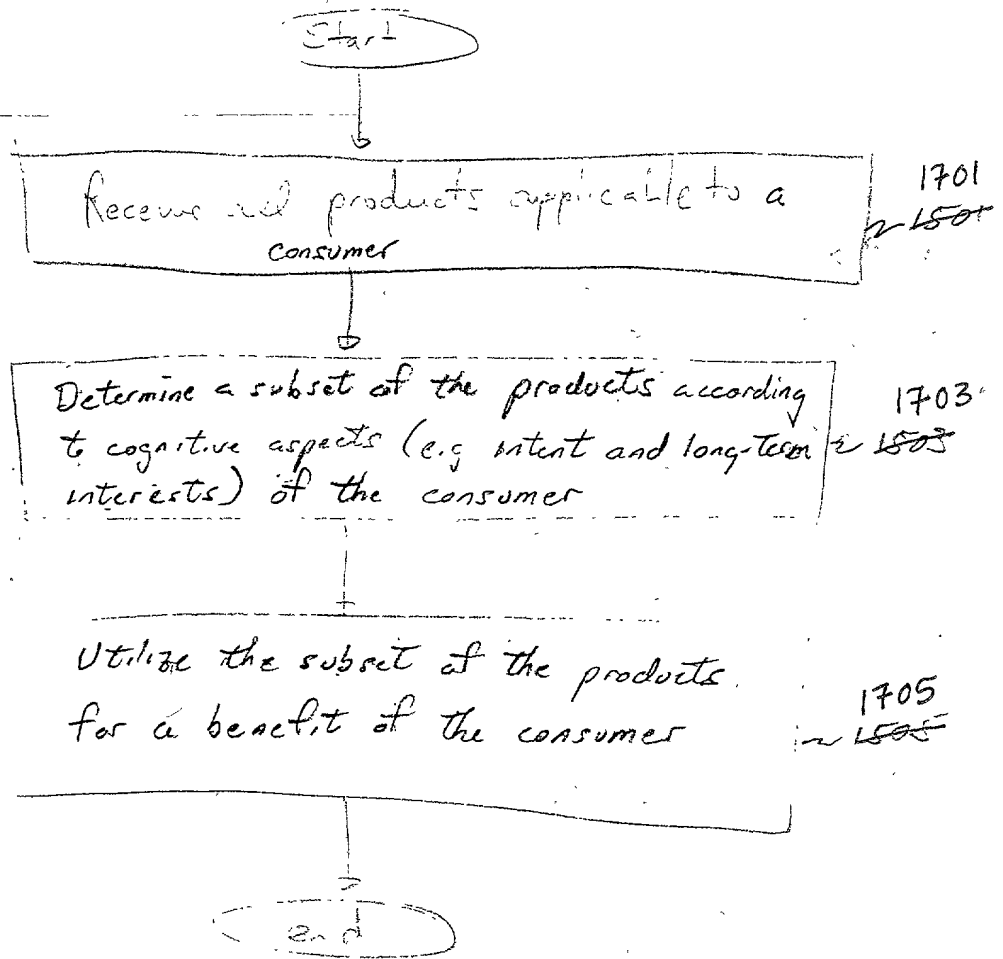


FIG 165  
17

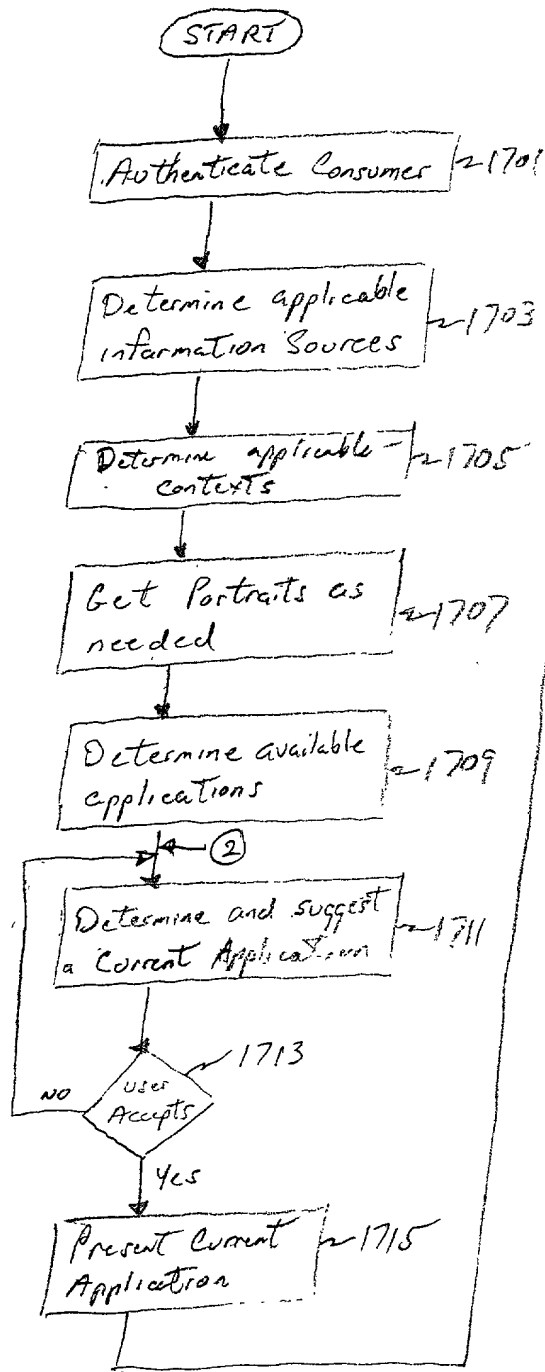
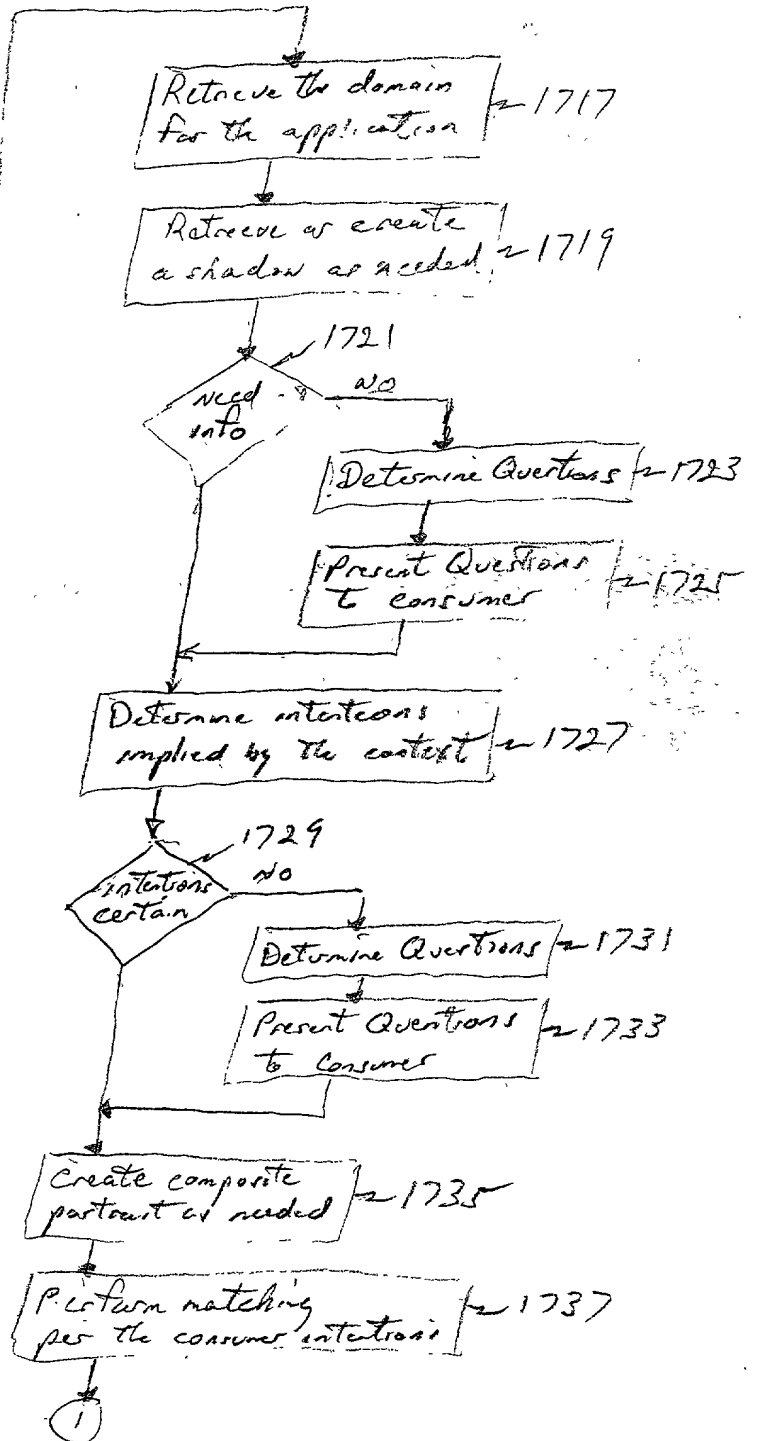


FIG. 17a



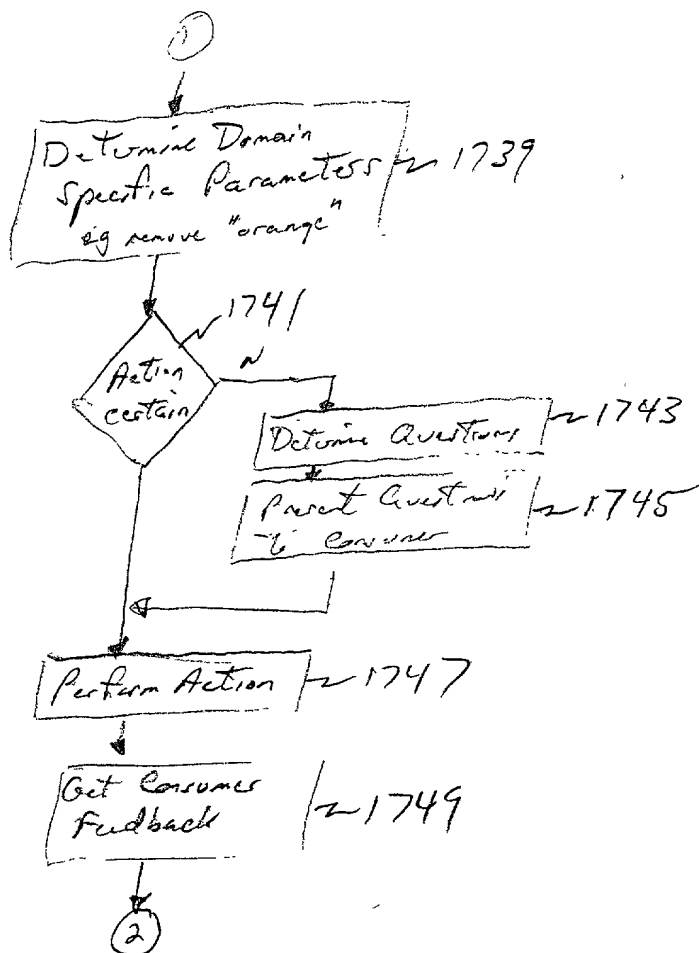
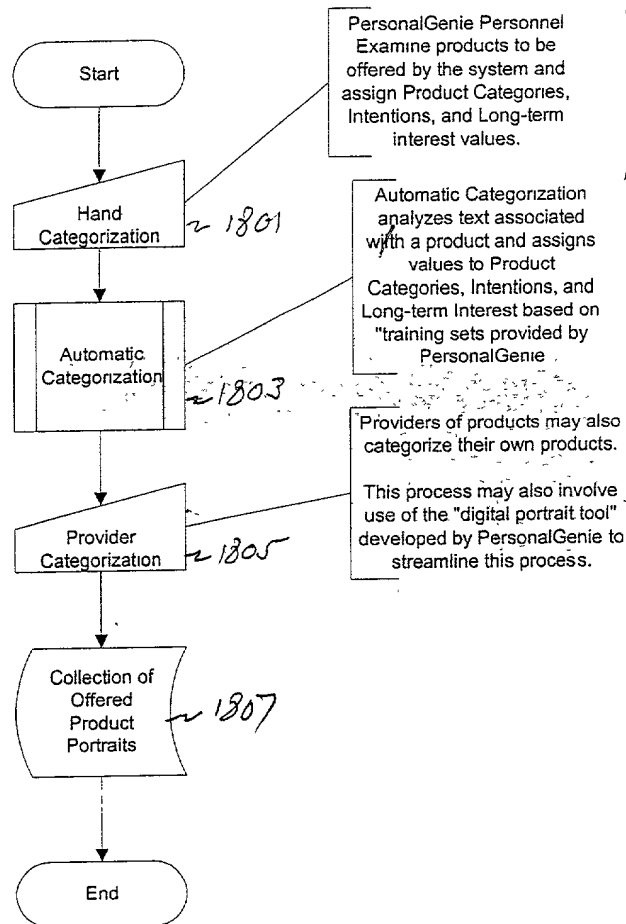


FIG. 176

# PersonalGenie Creates Product Portraits of Offered Products



*cg latent: semantic indexing or other methods*

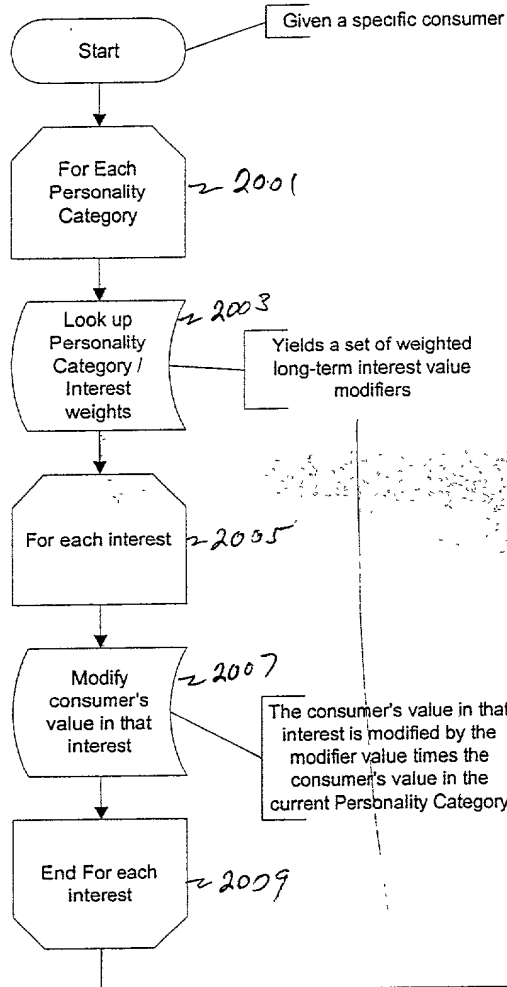
*Cognitive Categorization → LTI WIPs*

*deser value + effort  
not to insult*

FIG. 18

2025136-051403

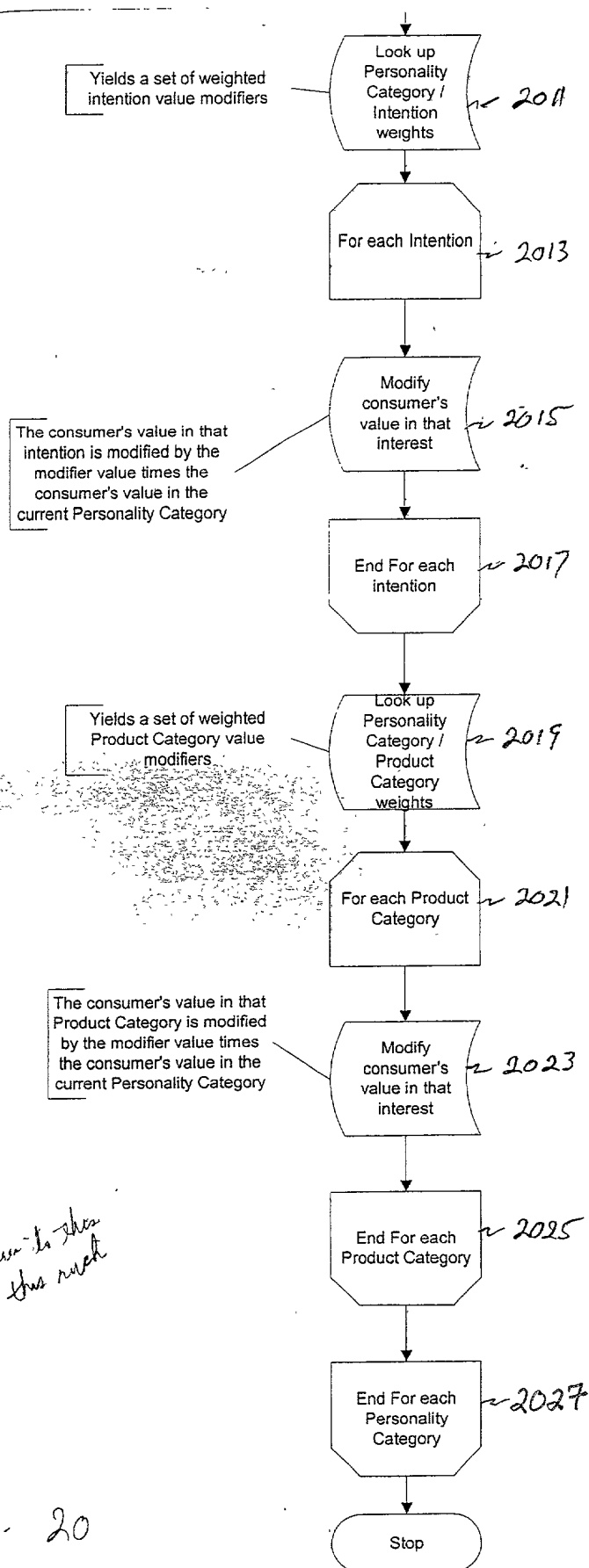
# Portrait Consumer Mapping Created



*gross of over  
scale -- may value*

*This intent applies to the  
cognitive aspect this much*

FIG. 20



## Explicit Attributes and Preferences

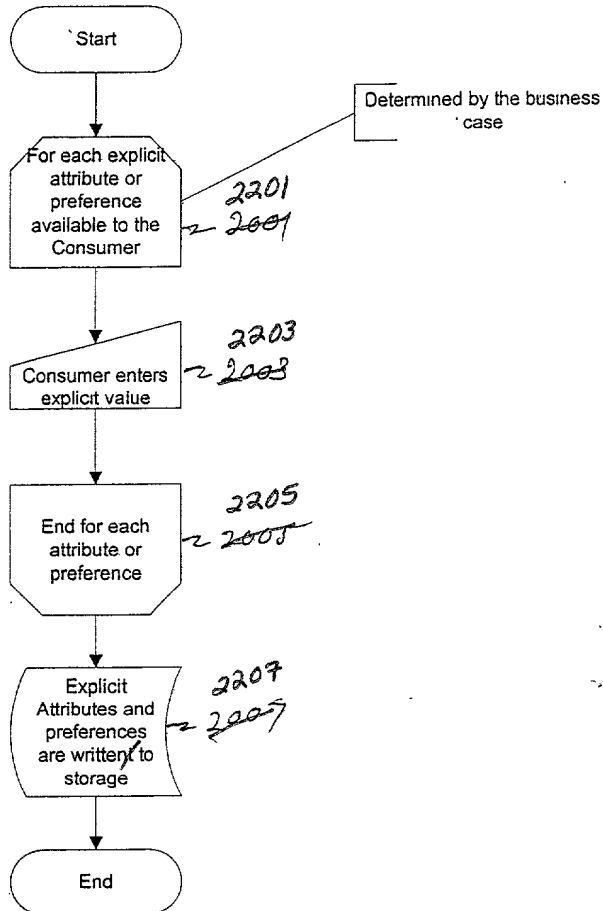


FIG. 22



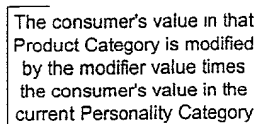
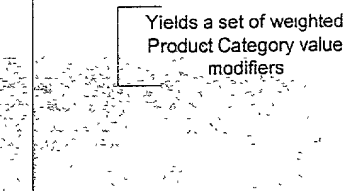
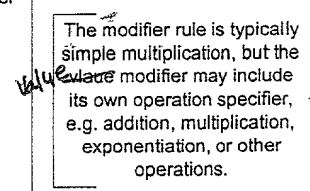
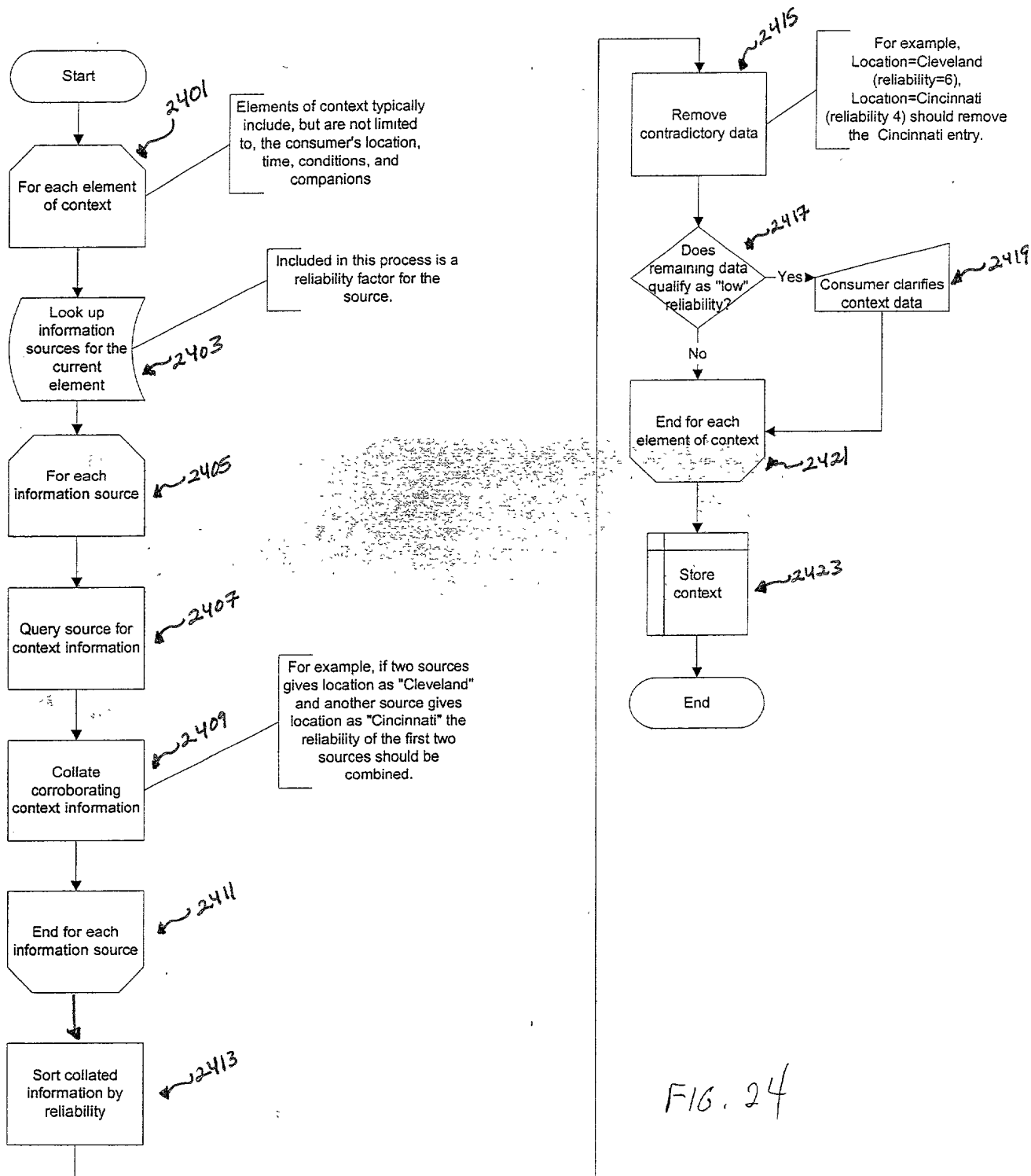
[illegible]

FIG. 2.3

# Determination of Context



# Determination of Intentions

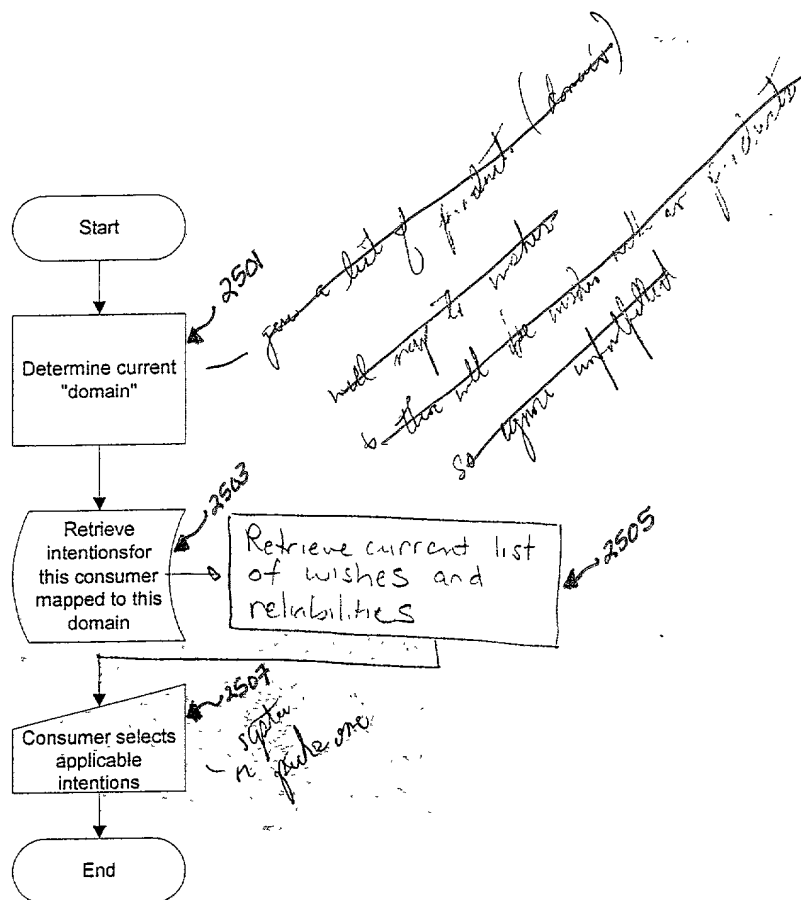
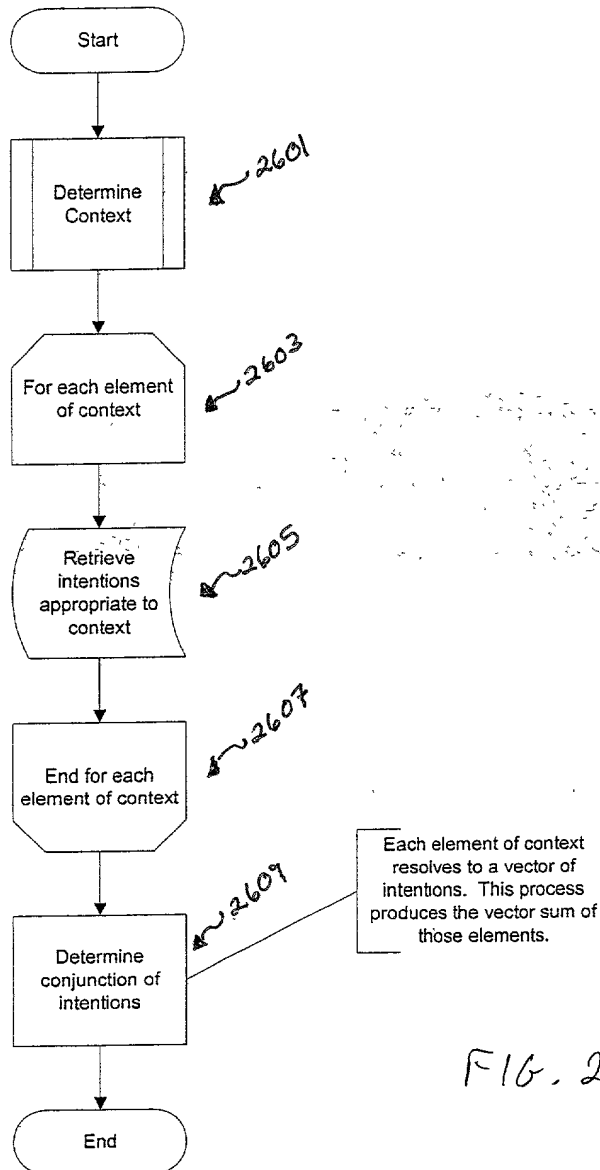


FIG. 25

## Determine Intentions implied by Context



## Create Composite Interests

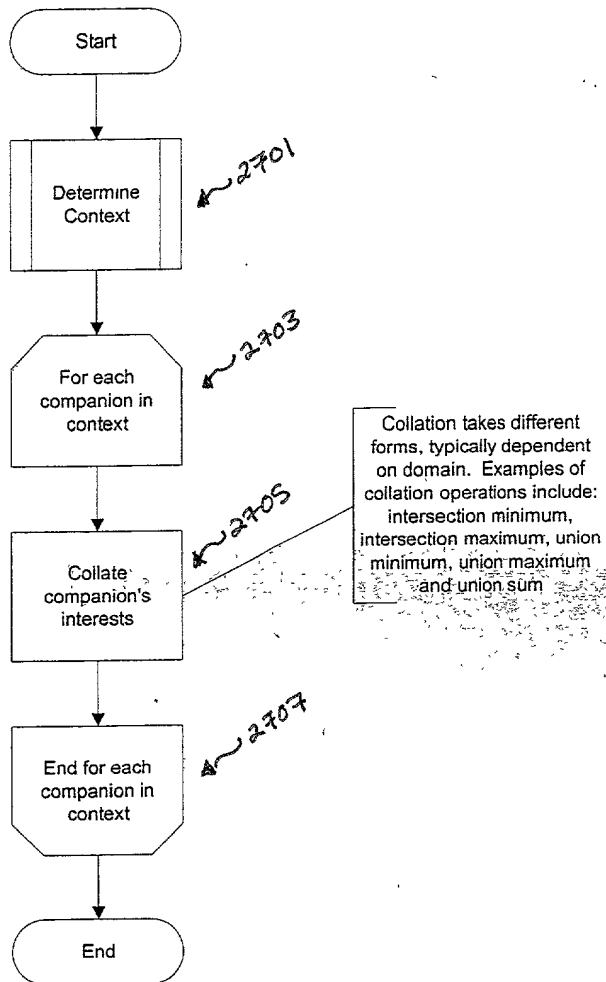
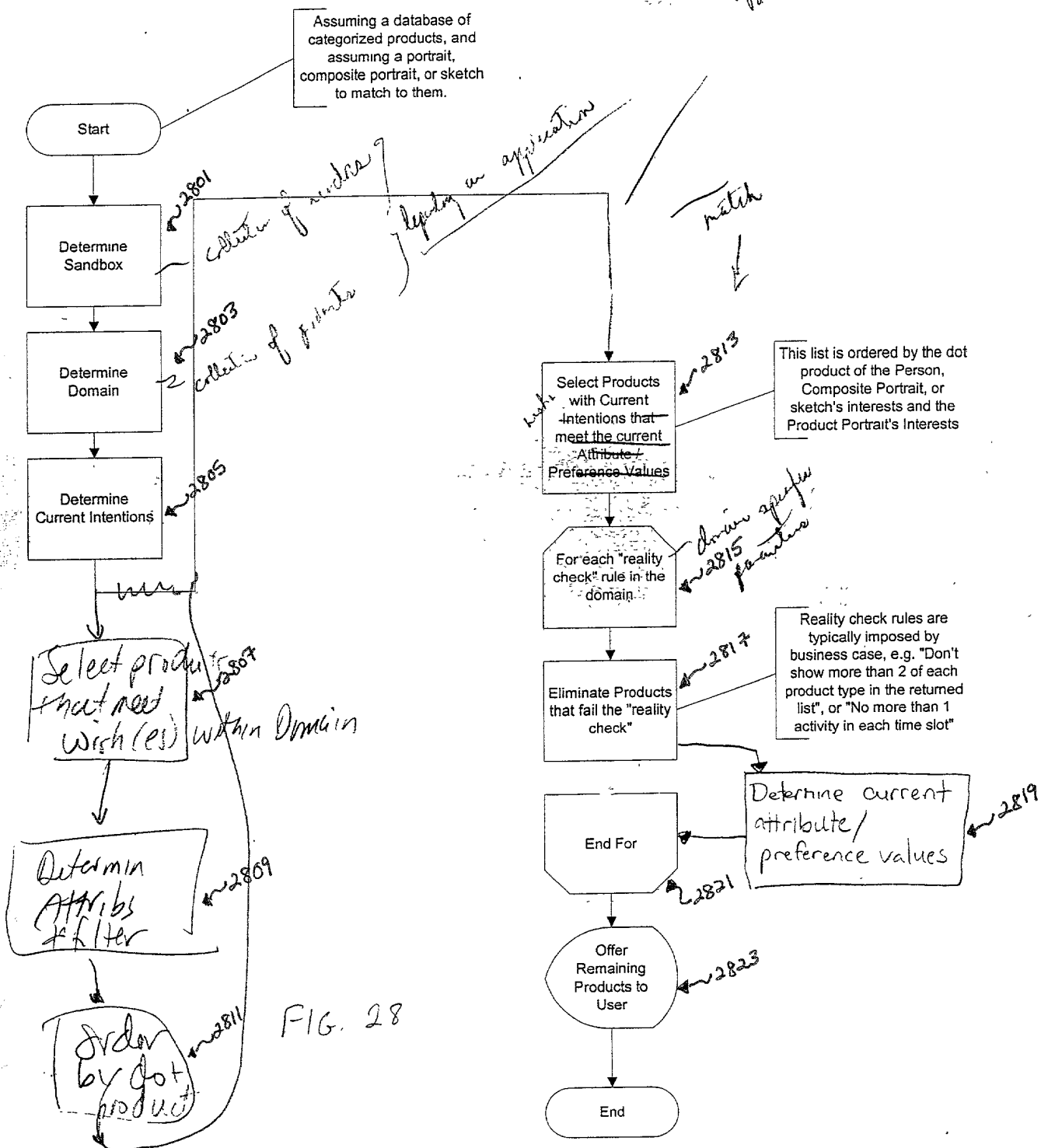


FIG. 27

# Matching Process



# Consumer Feedback Applied

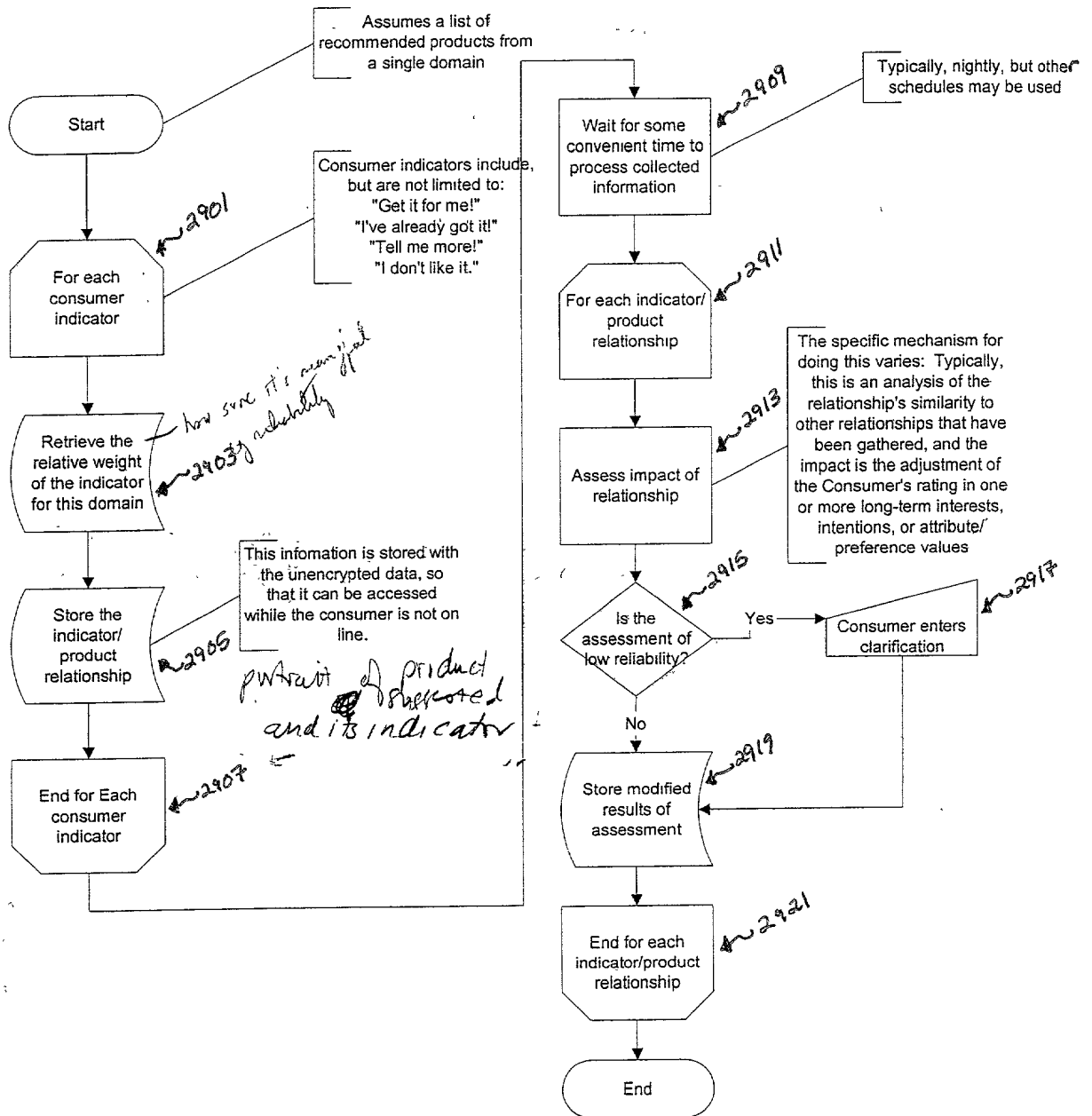


FIG. 29

## Creation of Shadows

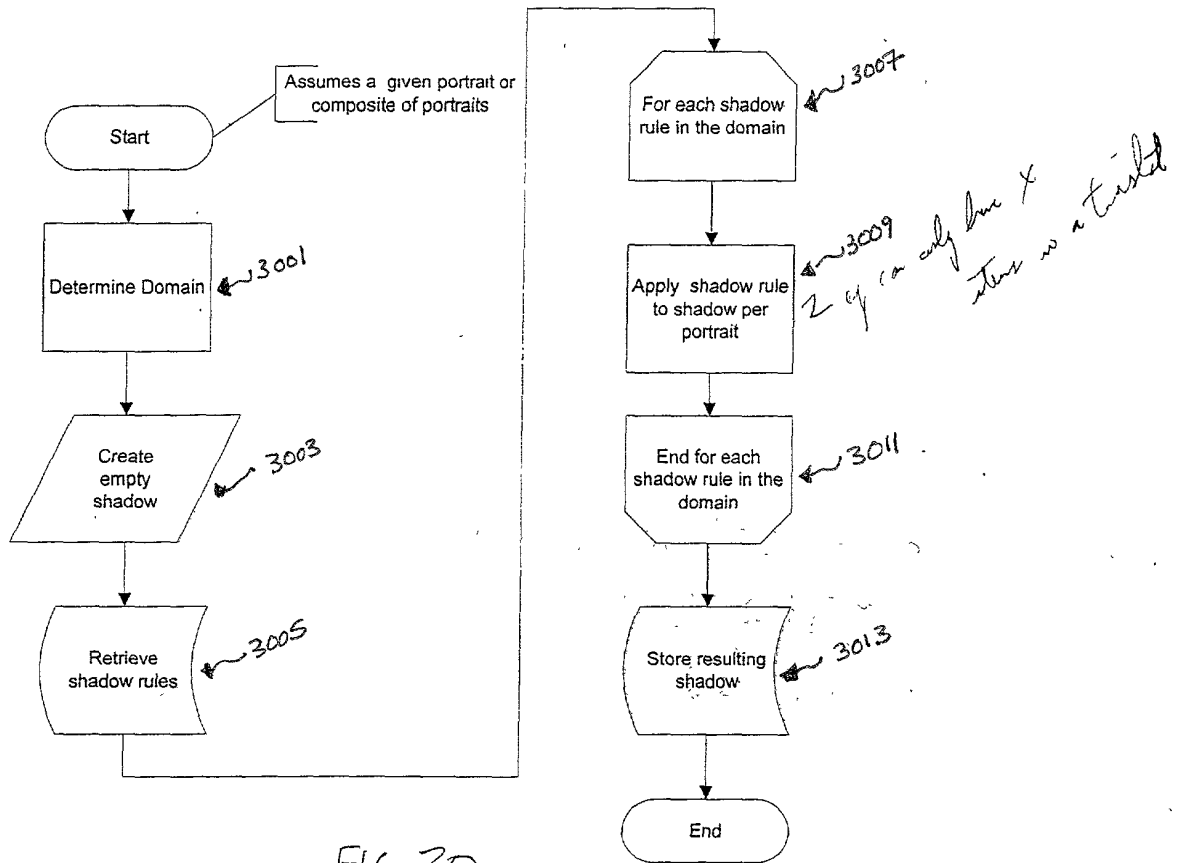


FIG. 30



# Creation of Sketches

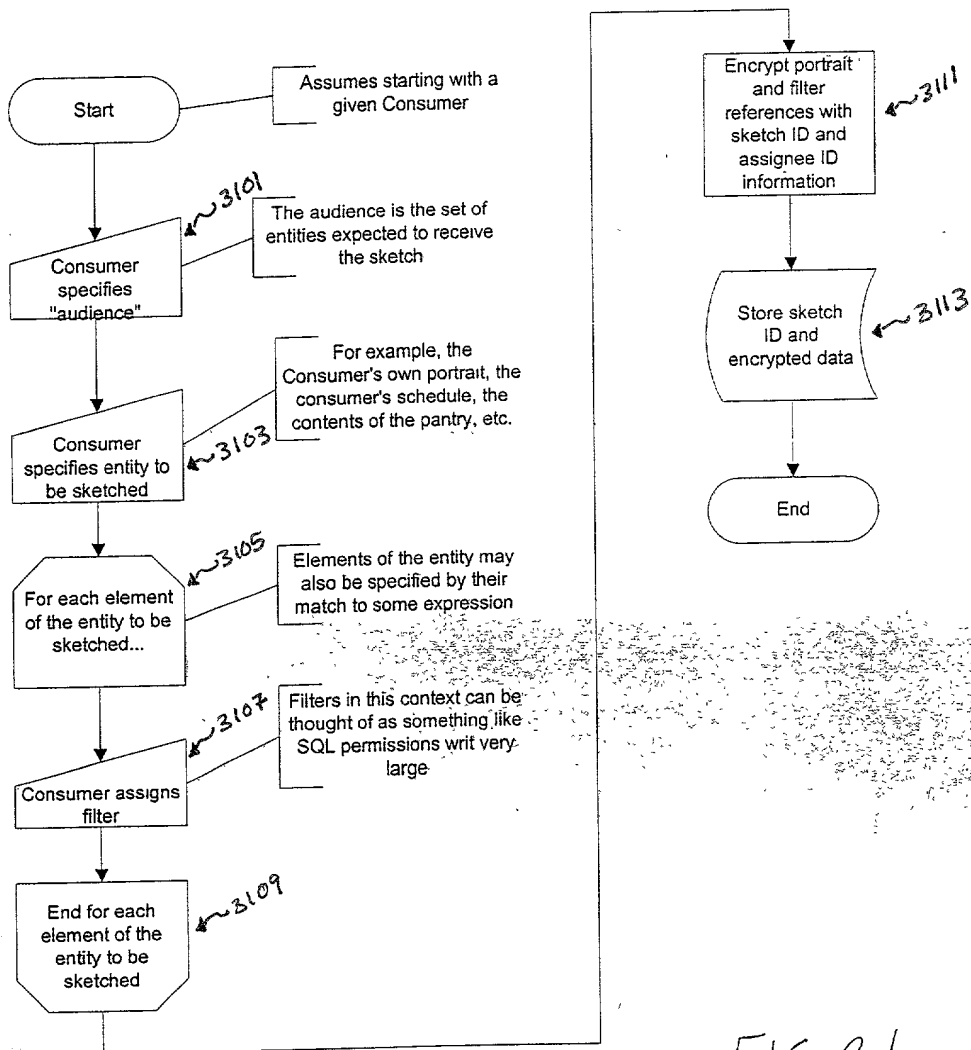


FIG. 31